
G7 DIGITAL TRAINING

3 DAY COURSE SCHEDULE



idealliance.org/G7

DAY 1

08:30 Registration & Coffee

09:00 Course Overview & Introductions

09:15 About G7 Expert, G7 Professional, & G7 Master Programs

09:30 Lecture: G7 Theory and Benefits
Includes overview of CIE Lab and ICC profiling

10:15 Break

10:30 Lecture: G7-Calibration Principles
Step-by-step details of G7 calibration methods

12:00 Lunch (1 Hour On-Site)

13:00 Lecture: G7-Calibration Principles (continued)

14:45 Break

15:00 Lab: Live Proofer Calibration and Verification

16:00 Lab: Make a Color-Managed G7 Proof
Create color-managed proof over a base soft G7 calibration.

17:00 Adjourn

DAY 2

08:30 Arrival & Coffee

08:45 Review of Day 1 - Q&A

09:15 Lecture: G7 and Color Management
Using G7 to enhance accuracy and efficiency of an ICC workflow.

10:30 Break

10:45 Live Demo: Calibrating & Profiling a Digital Press
Using various characterization targets and software. Compensating (if necessary) for paper color variations, measuring anomalies, etc.

11:45 Live Demo: Simulating GRACoL (or other RPC) Converting files from GRACoL (or SWOP) to a custom digital press profile in RIP or Photoshop. Deciding the appropriate rendering intent, etc.

12:00 Lunch (1 Hour On-Site)

13:00 Live Demo: Verifying Press or Proof Accuracy
Measuring the color-managed P2P and IT8.7/4 targets. Numeric comparison in various software.

14:15 Break

Note: All times are approximate. Sequence and content may vary.

14:30 Lecture: G7 Compliance

15:00 Lecture: Press Calibration & G7 Press Control

Focused on digital but applicable to all printing methods. Includes calculating custom target CIELab values for actual stock color by SCCA method.

16:00 Lecture / Discussion: G7 Quality Control (Press & Proof)

Using G7 in daily production. Printing to numbers vs. printing to the proof. Analyzing proof / press accuracy with IT8.7/4, P2P and ISO 12647-7 targets. Tolerances and process control discussion.

17:00 Adjourn

DAY 3

08:30 Arrival and Coffee

08:45 Review of Day 2 - Q&A

09:15 Lecture: Manual Graph Paper Method

Calculating G7 curves by the legacy graph paper method - (PowerPoint slides, not a live demonstration).

10:30 Break

10:45 Lecture / Demo: G7 in the Pre-Press Workflow

Integrating G7 and color management in a complete workflow - Photoshop settings - handling incoming files - accurate soft proofing setup, etc.

11:30 Discussion: Being a G7 Expert or G7 Professional

How can G7 best support your business model? Does G7 offer any potential quality or cost advantages to you and/or your clients? How would you take G7 to the field? The G7 Master application process.

12:00 Lunch

13:00 Managing Expectations

Real world printing variations. Customer education. Horror stories from the trenches. Understanding G7's capabilities and limitations.

14:00 Review All Materials

In preparation for web-based G7 Expert/ Professional Examination

15:00 Final Adjourn

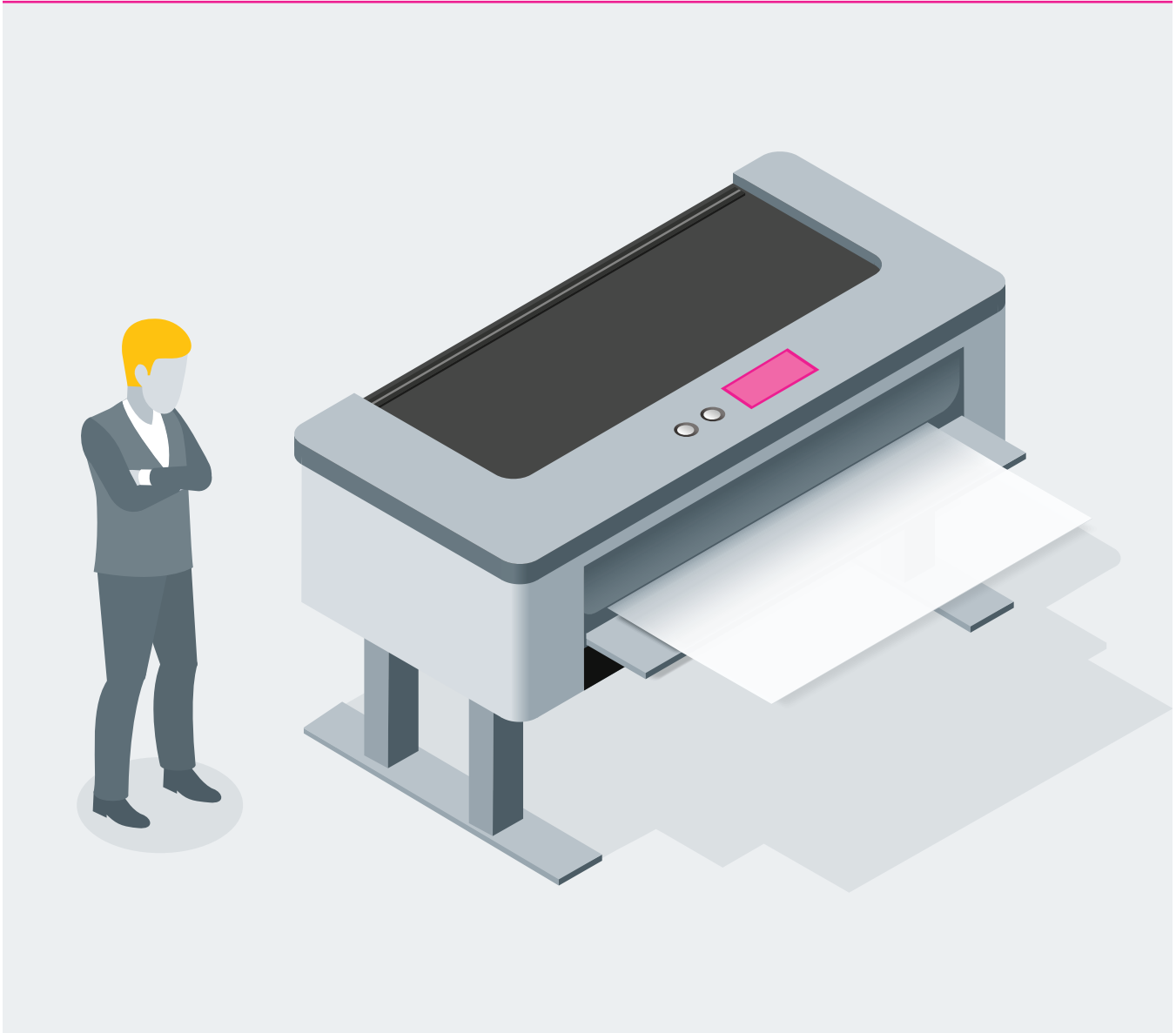


Idealliance.

G7 Expert & Professional
Certification

**Improve overall print consistency and
your bottom line.**

idealliance.org/G7



Idealliance G7 Certification is ideal for professionals who want to further their personal knowledge and skillset by becoming certified in the G7 methodology for proofing and printing equipment in house. Participants include: press operators, pressroom supervisors, prepress supervisors and technicians, quality assurance managers and printing equipment suppliers.



Idealliance®

G7 Expert & Professional Certification

For pricing and to register, visit idealliance.org/G7

Idealliance G7 Training & Certification is designed for individuals who want to advance their business portfolio by performing G7 calibration and optimization. These individuals are certified in the field of color management, process and quality control for proofing and printing utilizing the G7 methodology.

COURSE BENEFITS

G7 training programs are three-day, in-person training and certification programs for G7, Idealliance's industry-leading set of specifications for achieving gray balance.

G7 Experts & G7 Professionals are:

- Skilled, tested and proven leaders in print production
- Users of global standards to match proof-to-print across any process, ink or substrate
- Committed to reducing costs, speeding product to market and improving their client's brand image

CURRICULUM FOR TRAINING & CERTIFICATION INCLUDES

G7 Theory and Benefits	Calibrating and Profiling a Press	G7 Quality Control
.....
CIELab and ICC profiling	Simulating GRACoL or Other Color Space	Manual Calibration
.....
G7-Calibration Principles	Verifying Press and Proof Accuracy	G7 in the Pre-press Workflow
.....
Proofer Calibration and Verification	G7 Compliance	Being a G7Expert or G7 Professional
.....
G7 and Color Management	Press Calibration and G7 Press Control	Managing Expectations
.....
Linearization		View upcoming training at www.idealliance.org/g7training

G7 EXPERT & PROFESSIONAL CERTIFICATION



A **G7 Expert** has demonstrated expertise in the field of color management, process and quality control for proofing and printing utilizing the G7 methodology. As leading experts in graphic communications, print, & packaging supply chains, G7 Experts are able to analyze color and print related issues and take corrective action to bring systems and processes in control to a set method, standard or specification with repeatable, predictable results. Certification is valid for two years.



A **G7 Professional** is typically an in-house quality/technical professional with knowledge in the field of color management, process and quality control for proofing and printing utilizing the G7 methodology. Certification is valid for two years.



G7 is Idealliance's industry-leading set of specifications for achieving gray balance is the driving force for achieving visual similarity across all print processes.



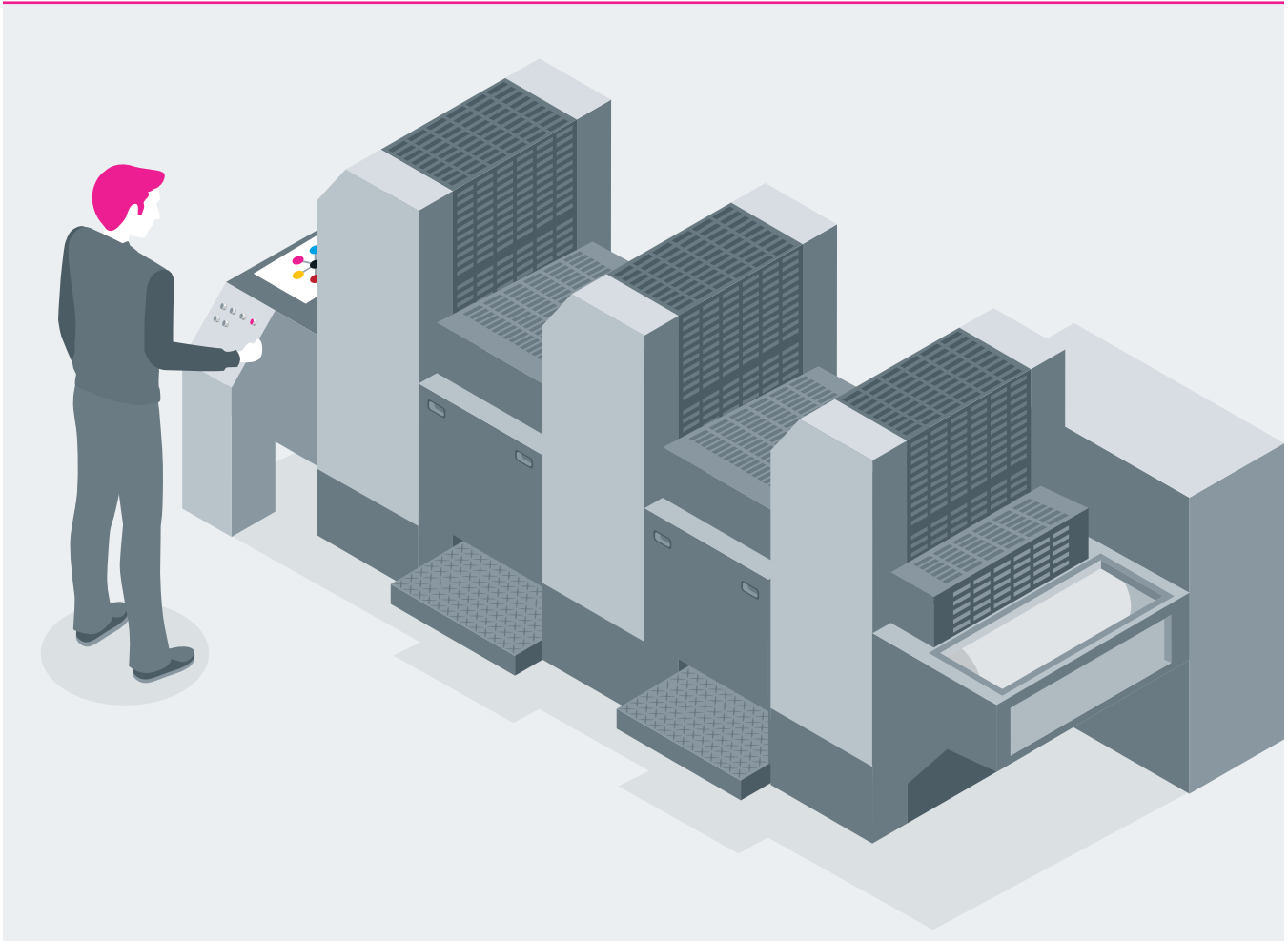
Idealliance.

**G7 Master
Facility**

Grayscale | Targeted | Colorspace

**Get validated in the industry's leading
global print validation program.**

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G7 is Idealliance's industry-leading set of specifications for achieving gray balance and is the driving force for achieving visual similarities across all print processes.

Idealliance G7 Master Facility Qualification is a three-level compliance program that is granted to printing companies and other graphic solutions providers, like creative and premedia providers. G7 Master status indicates the facility has calibrated certain equipment and systems to G7 gray balance and neutral tone curves and is capable of delivering G7 proofs and print products.

The G7 methodology allows you to:

- Implement ISO printing standards and additional metrics
- Ensure similar neutral appearance across multiple devices
- Align all process, substrates and inks
- Target gray balance and tonality

GLOBALLY RECOGNIZED QUALIFICATION BENEFITS

For business owners, the benefits of being a G7 Master Facility are simple. Your print products are consistent, which helps maintain the integrity of your customers' brand—and turns these customers into repeat customers. Your customer base will increase due to print buyers actively seeking out suppliers who are G7 certified. And lastly, your costs will go down because of reduced paper waste and ink consumption.

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HOW TO BECOME A G7 MASTER FACILITY



1 Have an Idealliance G7 Certified Expert visit your print facility.

- You can hire a G7 Expert consultant by visiting Idealliance.org/directory.
- Or have an employee become a G7 Certified Training Expert, visit Idealliance.org/G7training for more info.



He or she will conduct and review your calibration data.



An online application and print verification will be submitted to an independent 3rd party analysis lab.



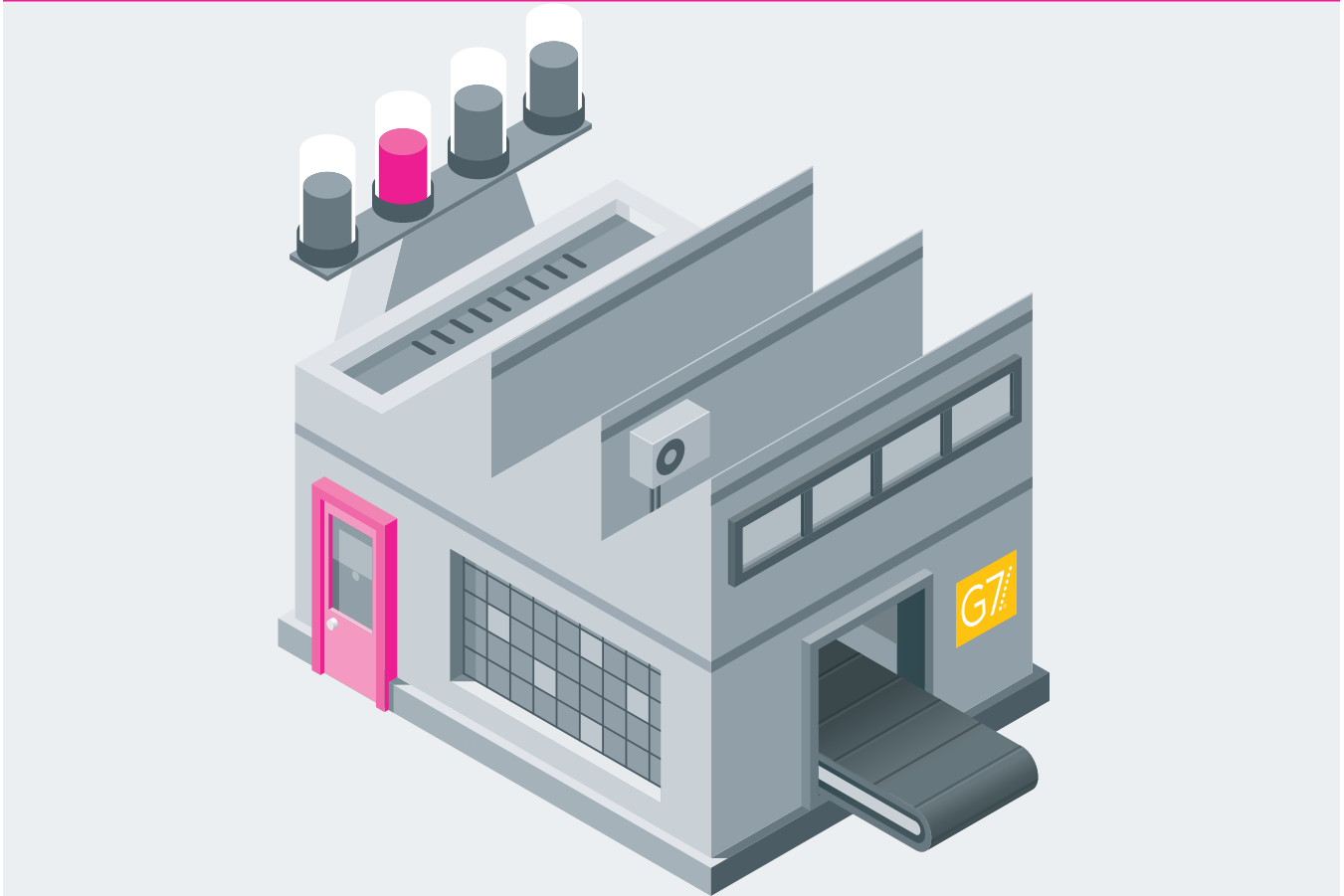
Once approved, your G7 Master Facility Qualification will be granted.

WHAT G7 COMPLIANCE LEVEL IS RIGHT FOR YOUR BUSINESS?

	Gray Balance	Tonality	Shared Neutral Appearance	Overprints	Entire Colorspace
GRAYSCALE Close match in neutral grays but may exhibit differences in colored areas	●	●	●		
TARGETED Close match in grays and solid colors but may have differences in some colors	●	●	●	●	
COLORSPACE Close match across a G7-based color space	●	●	●	●	●

The value of G7 for print service providers.

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WHAT IS G7?

G7 is an industry-leading set of specifications for achieving gray balance. It is the driving force for achieving visual similarity across all print processes. Simply, it is a universal calibration methodology that provides print service providers a significant business advantage.

The G7 methodology allows you to:

- Implement ISO printing standards and additional metrics
- Ensure similar neutral appearance across multiple devices
- Align all process, substrates and inks
- Target gray balance and tonality



The G7 calibration process is fast and simple using any of several G7 Certified software applications. It can easily be applied to your printing system—whether it's offset, flexo, gravure, screen, wide format, digital (toner and inkjet), industrial inkjet or dye-sublimation.

THE BENEFITS OF BEING A G7 MASTER FACILITY

Print service providers of all types know that a measurable, predictable, and uniform color management process provides significant business advantages. For printers to make money, orders must be turned around quickly, they must be consistent and they must be predictable. Whether the process is: offset, flexo, gravure, screen, wide format, digital (toner and inkjet), industrial inkjet, or dye-sublimation, G7 can do it!

Consistency

- Works across multiple presses, plants and locations
- Ensures reprints will always look the same
- Gives one consistent set of color targets regardless of device
- Provides color consistency from proof-to-print
- Delivers a common neutral appearance regardless of material

Efficiency

- Reduces make-ready time
- Aligns with all devices, substrates and inks
- Makes it easier to meet and maintain color expectations
- Is an ANSI/CGATS specification for targeting gray balance

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COLORSPACE Close match across a G7-based color space	●	●	●	●	●

WHAT PRINT SERVICE PROVIDERS ARE SAYING?

“G7 does the heavy lifting: it provides gray balance and proper tone reproduction. On top of that we build ICC profiles. Between the two, we get a visual match from one output device to another.”

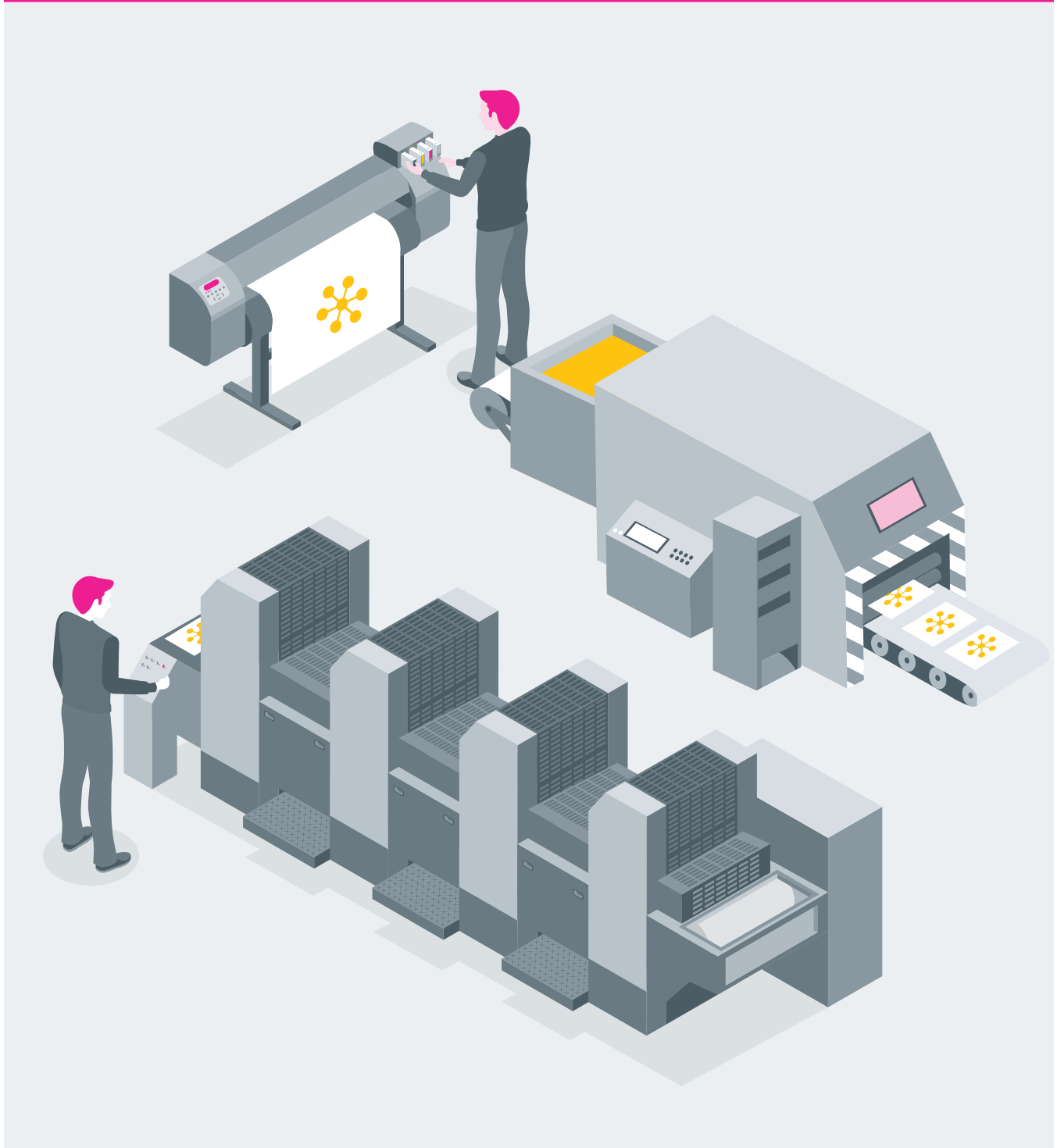
—GREGORY HILL, SANDY ALEXANDER

“If we didn’t use G7 to run target densities and gray balance, it would triple our make ready time.”

—SCOTT REIGHARD,
THE STANDARD GROUP

The value of G7 for brands, buyers, and creatives.

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WHAT IS G7?

G7 is an industry-leading set of specifications for achieving gray balance. It is the driving force for achieving visual similarity across all print processes. Simply, it is a universal calibration methodology that brands, buyers and creatives seek out to ensure the integrity of their brands.

The G7 methodology allows you to:

- Implement ISO printing standards and additional metrics
- Ensure similar neutral appearance across multiple devices
- Align all process, substrates and inks
- Target gray balance and tonality



G7 can be easily applied to any printing system—whether it's offset, flexo, gravure, screen, wide format, digital (toner and inkjet), industrial inkjet or dye-sublimation.

THE BENEFITS OF G7

Brands, Buyers & Creatives use qualified G7 suppliers because...

Consistency

- Color is an important part of why people embrace (or reject) a brand
- Color greatly contributes to perceived value of quality
- Color and color quality enhance consumers' experience with the product and add to its public reputation
- Color is one of the most emotional attributes of a brand
- Color consistency reinforces trust. Inconsistency with colors associated with a brand subconsciously diminishes it, and erodes brand loyalty

Efficiency

- Reduced design times, faster turnaround as design occurs internally rather than on press
- Reduced cost of proofing and shipping prior to print
- Reduced need for on-site press checks, travel, and other tasks based on visual approval methods
- Reduced waste and make ready time during press runs
- Higher consistency in reprints

Communication

- Data exchange for purchasing and print buyers to assess supply chain performance
- Clear expectations for supply chain partners regarding acceptable work
- Overall increase in consistency, efficiency and savings

WHAT BRANDS, BUYERS AND CREATIVES ARE SAYING?

"Our quality depends on G7 as the common factor with all print facilities."

—DONALD PRUST, NEIMAN MARCUS

"As a premium brand, it's critical to have a process that a supply chain can align to when it comes to shared color appearance."

—BARRY SANEL, DIAGEO